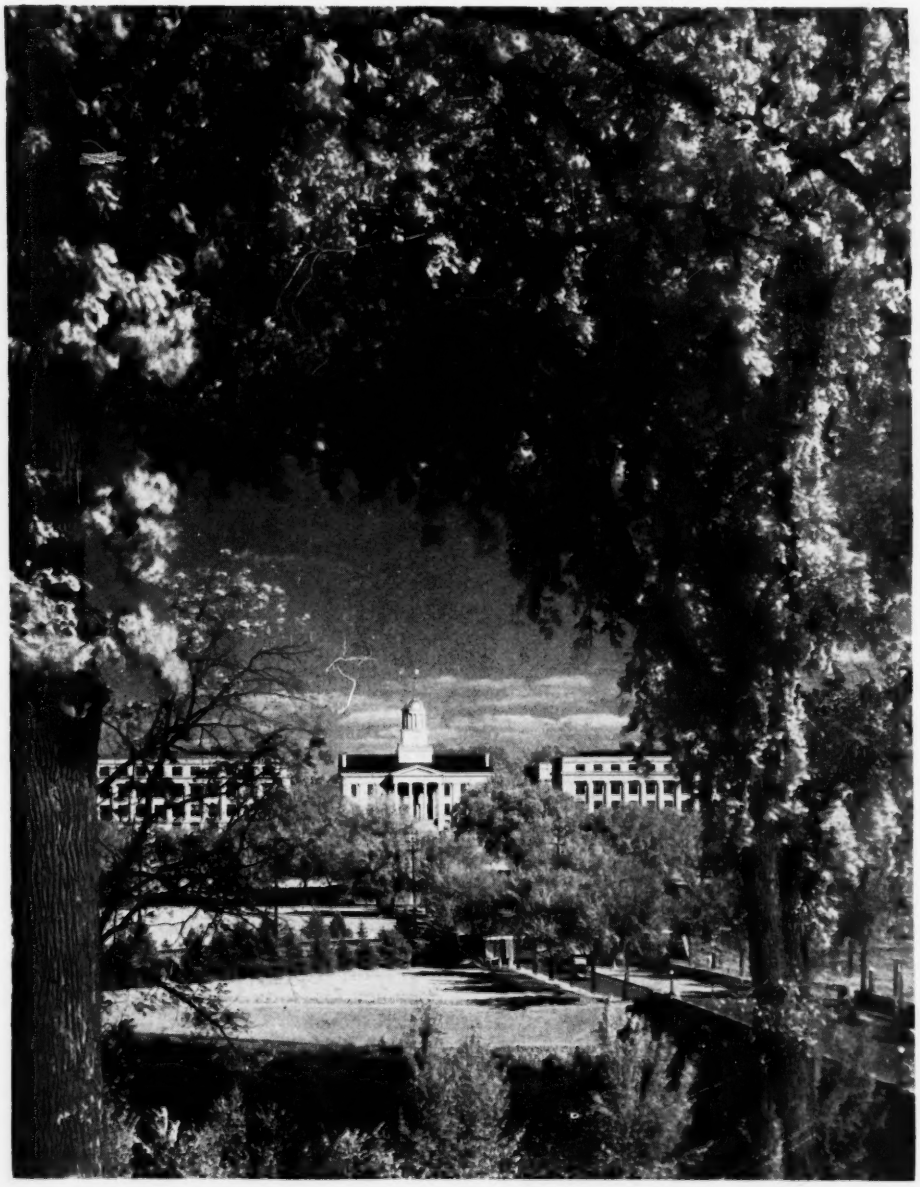
The Iowa Publisher

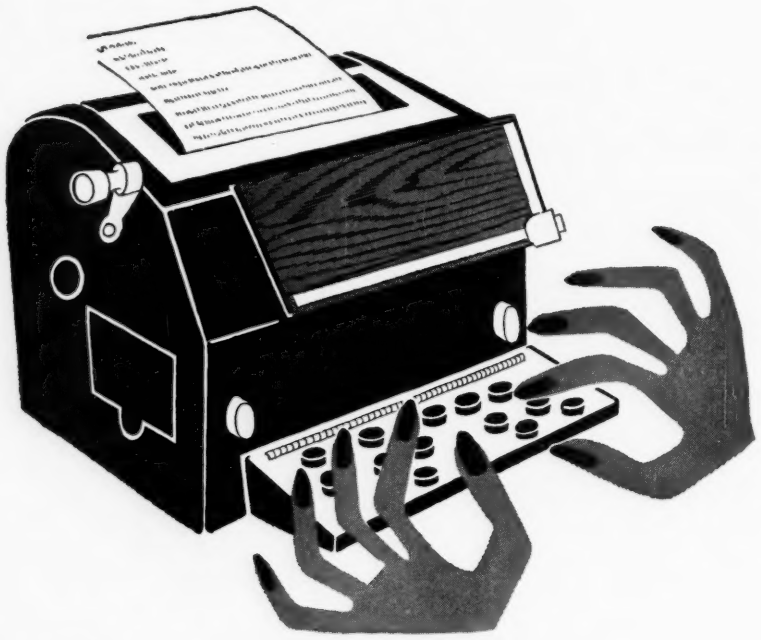
AND THE BULLETIN OF THE IOWA PRESS ASSOCIATION



Old Capitol, Campus Center, State University of Iowa, Iowa City

OCTOBER · 1953

dispatch *is a message*



but

Dispatch

is a newspaper

Every edition of the Dispatch is full of dispatches from the far corners of the world. That's one thing that gives the Dispatch character and standing as a newspaper.

Another is the paper's ability to keep its identity clear. This it does by making sure that its name is always properly spelled . . . and properly begun with a capital "D".

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"Coke"
REG. U.S. PAT. OFF.

THE COCA-COLA COMPANY

The Iowa Publisher

AND THE BULLETIN OF THE IOWA PRESS ASSOCIATION

VOLUME 25 — OCTOBER · 1953 — NUMBER 10

Government Given Slight Space

2nd Annual Ad Conference To Be Held in Iowa City

The second annual Iowa Advertising conference, sponsored by the college of commerce and the school of journalism, will be held on the State University of Iowa campus at Iowa City on Thursday, Friday and Saturday, Oct. 29, 30 and 31.

Daily and weekly advertising personnel will welcome the opportunity to hear advertising leaders discuss new developments which will affect newspaper lineage and to learn how to adjust their operations to meet the changing needs of national and local advertisers. Discussions of trends in the economy, retailing, selling and research will be featured at the opening session. The use of this knowledge in planning and creating advertising will be stressed.

Since students of journalism and advertising participate in the sessions, newspaper executives will have the chance to meet them and to discuss future employment needs. Large organizations are getting in touch with potential employees months ahead of graduation and as a result are attracting to their firms many of the better students.

The conference will open Thursday afternoon, Oct. 29, and will close Saturday noon, Oct. 31. A buffet dinner is being planned for the opening evening, at which there will be opportunity for getting acquainted, exchanging ideas and talking with experts in various fields of advertising.

Program headliners will include Frederic Schneller, vice president of D'Arcy Advertising company; K. C. (Ken) Titus, advertising manager of Tidy House Products company of Shenandoah, Iowa, and Guy E. Wyatt, special assistant to the director of field service of the U.S. department of commerce. Mr. Schneller will discuss the importance of merchandising in the advertising-selling program, Mr. Titus will tell the fascinating story of the growth of his company and the part that advertising has played in its expansion, and Mr. Wyatt will report on the move of the U.S. department of commerce to extend its services to a wider segment of the business public with a cooperative network of 580 local chambers of commerce and other business organizations.

Also to be shown during the conference is the film presentation, "Lexington, U.S.A.," which was prepared by the bureau of advertising of the American Newspaper Publishers association to emphasize the impact of newspaper advertising. The presentation attracted enthusiastic attention in its initial showing last spring.

Invitations to the conference are being issued to advertising personnel in all fields, including media, manufacturers, retail and advertising

(Continued on page 5)

Iowa County Seat Papers Analyzed

By Pat McGehee

Iowa county seat newspapers give little space, on the average, to coverage of government and politics, a recent content analysis of 88 county seat weekly newspapers shows.

The study was made at the State University of Iowa school of journalism and included two copies of each newspaper — those printed in the weeks of Aug. 12 and Aug. 19. The 88 newspapers were from 63 of the 99 counties in Iowa.

Results of the study show that during this period 42 newspapers — nearly half of those analyzed — gave no editorial comment to domestic federal, state, municipal and county government and politics. News space devoted to these vital areas of public concern was relatively small too. They received no news space from the following number of newspapers: federal, 23; state, 23; municipal, 34; county, 16.

However, one newspaper devoted 315.50 column inches to news and editorials on government, this space representing 10.90 per cent of its total non-advertising space. A few other newspapers were not far behind.

The average performance figures for the 88 newspapers were lowered by the many carrying no news or editorial matter related to the content analyzed. The average news and editorial space given by them to government was 62.70 column inches, in two issues of the paper, the average news space, 51.77 column inches, the av-

(Turn to next page)

erage editorial space, 10.93 column inches.

WHAT WAS STUDIED

The purpose of the study was to determine how much space these newspapers devote to municipal government and politics, and, to increase the significance of these results, space devoted to domestic federal, state, and county government and politics was measured also.

For the study of how government is treated in Iowa newspapers, it was important to select a geographically dispersed group. Also it was estimated that county seat newspapers would be as likely as any to give consistent and well-rounded coverage to government and political news, especially because in many counties the county seat newspaper is delegated officially to publish certain legal information. However, paid legal matter was not included in the study as non-advertising matter.

As mentioned above, editorial, as well as news matter, was measured in this analysis and all measuring was to the accuracy of a quarter of an inch.

Following is a shortened list of the content categories used in this study. They are included so that more meaning can be derived from the figures to be presented – which are the results of measuring some 371,746 column inches of newspaper space.

HOW IT WAS CLASSED

I. Domestic Government and Political News
   A. Federal Government
      1. Political news
      2. Administrative news:
         a. President of the United States
         b. U.S. cabinets and cabinet officials
         c. Official administrative agencies and departments
         d. Health and social welfare agencies
         e. F.B.I.
      3. Legislative news
      4. Judicial news
   B. State Government (Iowa)
      1. Political news
      2. Administrative news:
         a. Governor of Iowa
         b. State administrative offices and officials
         c. Executive branches of government, such as commissions
   C. Municipal Government
      1. Political news
      2. Administrative news, including city officials
      3. City council
      4. Courts of police judge
      5. Individual arrests, crime, etc.
   D. County Government
      1. Political news
      2. Administrative news, including news about county officials
      3. Individual arrests, crime, etc.
      4. Judicial news, including individual legal suits
II. Public School News and Activities
   A. School board
   B. School officials, including teachers
   C. Public school stories aiming at cultivation of mind
   D. Public school stories not aiming at cultivation of mind
III. Editorials (On the same subjects as listed above)

ON MUNICIPAL NEWS

The sub-categories of municipal government and politics – the main focus of this study – are as follows:

Political news – including any matter pertaining to the activities of political parties and elections for municipal office in the above cities; discussion of political issues involved in elections; criticism of municipal government activities or officials by local party officials.

Administrative news – including news matter pertaining to official acts, pronouncements and activities of administrative officials, such as the mayor, treasurer, city clerk, city attorney, health department, police and fire departments, city engineer, etc., in the various cities.

City council – includes any matter pertaining to the activities and functions of that body, its members, committees.

Courts of police judge – any official reports or activities covered in news reports, but does not include individual cases or hearings.

All news of individual arrests or reports of robberies, crime, etc.

The sub-categories for domestic federal, state, and county government and political news was similar, news of these areas dealing, for the most part, with those agencies and officials whose function and activities have significance locally.

AVERAGE 62.70 INCHES

As pointed out above, the average news and editorial space given by these newspapers to government was 62.70 column inches, in the two issues, the average news space, 51.77 column inches, the average editorial space, 10.93 column inches. These figures, expressed as percentages of total non-advertising space, were:

Average news and editorial space, 4.17 per cent, average news space, 3.44 per cent, average editorial space, .73 per cent. For a single newspaper, the highest news and editorial space as a percentage of total non-advertising space was 11.83 per cent.

The highest total news space devoted to government was 301.50 column inches, the highest total editorial space, 59 column inches. The highest total news space as a percentage of total non-advertising space was 10.54 per cent; the highest total editorial space as a percentage of total non-advertising space, 5.53 per cent.

Of the 4,555.50 column inches devoted to news of domestic government and politics by the 88 newspapers during the two-week period, federal government received 1,326.25 column inches; state, 821.75 column inches; municipal, 1,048 column inches; county, 1,359.50 column inches. Percentagewise: federal received 29.11 per cent of the governmental news space; state, 18.05 per cent; municipal, 23 per cent; county, 29.84 per cent.

The average space devoted by each newspaper to federal government was 15.07 column inches; to state government, 9.34 column inches; to municipal government, 11.91 column inches; to county government, 15.45 column inches. These figures represented these averages of total non-advertising space: federal, .944 per cent; state, .607 per cent; municipal, .79 per cent; county, 1.049 per cent.

SOME HIGH TOTALS

The highest total of space devoted to federal government by a single newspaper was 74.25 column inches, to state government, 73.25 column inches; to municipal government, 108.50 column inches; to county government, 88.25 column inches.

Federal government was given no news space by 23 newspapers; state government, by 23 newspapers; municipal government, by 34 newspapers; county government, by 16 newspapers.

The highest total of space devoted by a single newspaper, as a percentage of total non-advertising space, to federal government, was 4.835 per cent; to state government, 6.627 per

cent; to municipal government, 7.479 per cent; to county government, 4.660 per cent.

The total space devoted to editorials on federal government was 731.75 column inches; to state government, 74.50 column inches; to municipal government, 66.75 column inches; to county government, 9.23 column inches.

Fifty-two newspapers gave no editorial space to federal government; 80 newspapers gave none to state government; 85 newspapers none to municipal government; 81 newspapers, none to county government.

The average total editorial space devoted by each newspaper to federal government was 8.34 column inches; to state government, .85 column inches; to municipal government, .76 column inches; to county government, 1.01 column inches.

The highest total of space devoted to editorials on these by a single newspaper was: federal, 53.50 column inches; state, 20 column inches; municipal, 40 column inches; county, 21 column inches.

HOW ABOUT POLITICS?

Of the total news space devoted to domestic government and politics by the 88 newspapers, federal received 27.84 per cent; state, 19.81 per cent; municipal, 21.32 per cent; county, 31.03 per cent.

Municipal government and politics, which was given a total of 1,048 column inches, broke down sub-categorically as follows:

Political news, 116.25 column inches; administrative offices and officials, 220.75 column inches; city council, 640.75 column inches; courts of police judge, 5.75 column inches; individual arrests, crimes, robberies, etc., 64.50 column inches.

Percentagewise: political news, 11.09 per cent; administrative offices and officials, 21.06 per cent; city council, 61.14 per cent; courts of police judge, .55 per cent; individual arrests, crime, robberies, etc., 6.15 per cent.

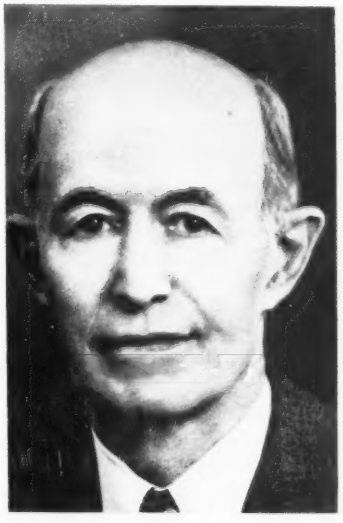
The average total space devoted to municipal government and political news was 11.91 column inches. The average for each of the sub-categories was: political news, 1.32 column inches; administrative offices and officials, 2.51 column inches; city council, 7.28 column inches; courts of police judge, .07 column inches; individual arrests, crimes, robberies, etc., .73 column inches.

The highest total space devoted to these by any one newspaper was: political news, 42.50 column inches; administrative offices and officials, 101 column inches; city council, 70 column inches; courts of police judge, 5.75 column inches; individual arrests, crimes, robberies, etc., 9 column inches.

Political news was given no space by 80 newspapers; administrative offices and officials, none by 72 newspapers; city council, none by 58 newspapers; courts of police judge, none by 87 newspapers; individual arrests, crimes, robberies, etc., none by 76 newspapers.

Phil Hoffmann Ends Publishing Career

Phil Hoffmann, 85, editor of the Oskaloosa *Herald*, died Oct. 1 in the Mahaska county hospital at Oskaloosa. He was the surviving member of the famous team of Hoffmann and Walling, whose 68 years of association on the Oskaloosa *Herald* was terminated by the death of C. S. Walling, also at the age of 85, last May.



PHIL HOFFMANN

The pair graduated from Oskaloosa high school in 1885 and went to work at the Herald Steam Printing plant the next day. The paper, then a weekly, became a daily two years later.

Phil Hoffmann and his brother, Charles V., acquired ownership Dec. 3, 1896. Four years later Charles S. Walling and Miss Maggie Hoffmann entered the firm.

After 63 years from those first days out of high school, Phil Hoffmann and Charles S. Walling threaded their way, arm in arm, among the tables at the annual banquet of the Iowa Press association, to receive jointly the award of master editor-publisher in 1948.

Until a few days before his death, Phil Hoffmann, despite his age, visited his office daily. Then he suffered a fall at his home and was taken to the hospital. His health, however, had been failing for some time, especially since last summer.

Phil Hoffmann was born in Oskaloosa Aug. 16, 1868. He attended the Oskaloosa schools, also William Penn college in Oskaloosa for a year. He held several lay positions in St. James Episcopal church, was a past president of the Rotary club and was active in the Masonic lodge and Eastern Star. He was a past vice-president of the Home Loan & Savings association of Oskaloosa.

He served with the national guard, was a Republican.

He published several books, including a 100-year history of Oskaloosa and Mahaska county, and wrote many poems.

Through many years of activity as editor he wrote the editorials, supervised the copy hook and make-up of the paper.

He is survived by his wife, Anna, and a daughter, Mrs. William Smith of Chicago.

Ad Conference

(Continued from page 3)

agencies. To permit full participation in the sessions by students of business, marketing, advertising and journalism, the meetings will be held on the central campus.

Housing will be available at the Iowa Center for Continuation Study. Reservation forms may be secured by writing to the school of journalism or the department of marketing at the State University of Iowa, Iowa City.

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Press Women Are Told

Newspaper Career Demands Full Measure of Devotion

By John Reynolds
Sunday Editor, Cedar Rapids Gazette

This address, given some time ago before the Iowa Press Women, draws a lesson from the life of the late Mrs. Ella Taylor of the Traer Star-Clipper, *whom Mr. Reynolds had interviewed shortly before.*

☆ ☆ ☆

It would do all of you a great deal of good to talk to someone such as Ella C. Taylor of Traer, a real veteran among Iowa women journalists and even among those beyond the boundaries of the Hawkeye state.

She told me of the days she began her writing for the *Star-Clipper* — and that beginning was on a fluke.

Her husband — and he must have been a very remarkable man — once sat down and wrote a long column introducing a women's department for his newspaper.

He said in that column that a need long had been felt for such a department and that henceforth *Star-Clipper* readers would find the column there each week.

And then Mr. Taylor did a very brave thing.

It was an exceptionally brave thing for a man to do, especially a husband.

Mr. Taylor signed his wife's name to the column.

She knew nothing about it until she herself read the column in that week's issue of the *Star-Clipper*.

Surprise though this may have been, Ella C. Taylor picked up the ball on this play and carried it for 60 years.

DO YOU HAVE IT ROUGH?

I tell you about Mrs. Taylor for two particular reasons:

1. If you think you have it rough in what has — until more or less recently — been a man's business, consider the case of Ella Taylor who was, perhaps, the first woman columnist on a weekly paper in Iowa.

And 2. I presume there are those among you who are saying to yourselves: "This newspaper business is a stepping stone. I'd never want to grow old in it."

May I ask: What's wrong with growing old in the newspaper business? You do it so quickly that there's practically no time lost at all.

Seriously, I certainly have no quarrel whatever with one who answers what she or he thinks is opportunity's knock to go elsewhere and do better.

But I do have a loud complaint about the people who moan about growing old in their jobs, in the newspaper business — or in any other.

Nobody grows old in a job. You grow older naturally. The job is what you make it and how you do it.

What happens to you in your job is what you let happen to you.

If you grow stale, along with growing older, that's your fault.

It means that you're not growing up with your responsibilities.

I don't recommend anyone staying on a newspaper job who doesn't wake up each morning with the same devotion she or he had the first day they went on the job.

CALLS FOR DEVOTION

Newspapering calls for a brand of devotion that is like nothing you'll ever find in any other business or in any other profession.

If you women who work on the papers of Iowa think that because you're not writing on subjects globalonial you aren't getting a fair shake in the battle for readership, you're very, very wrong.

Just you write — and write well — about the things that are important to your community. Don't think for a minute that assignment limits you. Everything, in these short days with shrinking dollars and smaller miles, affects your community — an uprising in Teheran, a closed steel mill in Chicago, a strike at Quaker Oats in Cedar Rapids, the bloodmobile from Des Moines, death, taxation and what's new in girdles.

Your job is to interpret these things for the folks at home, to get their opinions on these subjects into your papers — and circulationwise that suggestion applies to papers with a circulation of 500, and up to 500,000 or a million.

Inez Robb's daily column is a sample of the writing that is making an impact on the nation today. Inez writes pretty much as you and I talk. She never poses as anything but the good reporter that she is. The world is her beat and she writes on any subject that comes to mind.

You say to yourself: "Well, I too could have readers if I could float around the country and write on anything I wanted to."

But do you know what column subjects bring Inez the biggest mail response? The columns she writes on food!

EXAMINE YOUR MOTIVES

I have a few suggestions which I would make to women who were about to enter the newspaper business.

First, I would suggest that they examine their motives rather thoroughly — ask themselves: "Why do I want to go to work for a newspaper?"

"Is it because I think I'll meet a lot of nice, influential people?" (You can do that in a railroad station.)

"Is it because I want to make money?" (Collins Radio of Cedar Rapids will probably offer you a bigger starting wage. The hours will be shorter, too.)

"Is it because I have a burning desire within me to express all the frailties of human nature, the poverty of the masses, the indolence of the rich, the suffering of the sick and oppressed?" (Go get a brush and paint. It will be easier for you to express yourself on canvas than on paper, under the beckoning hands of the clock and the reputedly evil eye of the city editor.)

"Do I want to go into the newspaper business because I feel an urge to write?" (Try your hand at the pulps. There's a fortune for those of you who can turn out the whodunits.)

SOME REAL REASONS

"Do I want to go into the newspaper business because I feel that it is in itself an experience which probably has no equal in the broadening influence it can exert on a man's or a woman's mind?"

"Do I want to enter the newspaper

business for what I can learn and, having learned more, perhaps give something to the business, and to the millions who read newspapers?"

"Do I want to enter the newspaper business because I want a part in what – radio and TV notwithstanding – still has the greatest sustained audience in the world?"

If you can answer these last few questions affirmatively, then you are cut out for the newspaper business.

If, being in the newspaper business, you can still answer them affirmatively today, you are sound newspaper people.

A good newswoman or a good newsman today must have something more than agile fingers on a typewriter, something more than knowledge of newspaper style and a passing acquaintance with that book Webster wrote.

She or he must have a willingness to dedication – a willingness to live the newspaper business, come hell, high water or a cut in take-home pay.

DON'T STICK TO SOCIETY

I wish women would try their hands at something in the newspaper business besides society writing.

Some of them I know who have been saddled with the responsibilities of such duties wish they didn't have them, wish they were feature writers, or just anything else.

But how many of them are doing anything about it?

How many society editors, upon passing a highway wreck will stop long enough to get the facts for a story?

No. They'll head for the nearest phone and call up the boss. Better get someone out here – there's a bad wreck, they'll say.

Thankfully, those of you who are on smaller newspapers in Iowa are willing and able to report whatever you see – whether it's in your line or not. More power to you. You're better newspaperwomen for it.

SOME GOOD RULES

I've always said to myself that a good newspaperwoman was a person who:

(1) Never let her boss think of her as a woman.

(2) Never let anyone else forget she's a lady.

I see no reason why a woman can't cover any type of story that comes down the pike. I see no reason why a woman can't cover any picture assignment that shows up. I see no reason why a woman should not be a reporter, photographer or editor, on an absolutely equal plane with a man.

There is no reason why women can't think as well as men in the newspaper business, plan layouts just as well, write stories just as interestingly, cover assignments which are just as exciting as those the men get.

Maybe I'm prejudiced.

Maybe I've had the good fortune to be associated with women who could do all these things just as well as men.

But I know there are some who can do them, and I see no reason why all women can't.

I rather think the whole thing is up to you. You have the capabilities. Please use them.

Iowa Press Group Holds Big Meeting

One of the largest district meetings of the Iowa Press association in recent years was held at Washington on Sept. 25. More than 50 publishers and their wives from southeastern Iowa attended the luncheon meeting at the Washington YMCA.

This was the first of four district meetings scheduled by the IPA this fall. Subsequent meetings were scheduled at Independence on Oct. 2, Cherokee on Oct. 9, and Harlan on Oct. 10.

The Washington meeting was held in the beautiful YMCA banquet room which was recently furnished and decorated in memory of Robert Shannon, son of Editor Ralph Shannon of Washington, who gave his life for his country in World War II. Ralph Shannon, former IPA president, presided.

Headline speaker was John Cookson, British-born author, lecturer, commentator and soldier, who now lives in Maquoketa. Mr. Cookson has traveled extensively for the past 23 years throughout Europe, Africa and Asia. The speaker gave an impartial appraisal of conditions in the Middle East with particular emphasis on the Russian threat in that important area of the world.

John Burrows of Belle Plaine, IPA president, reviewed the work of the association and reported on the postal rate hearings which he attended in Washington. Bill Kueneman of Grinnell urged publishers to consider the possibility of using students from the Eldora State Training school as mechanical trainees.

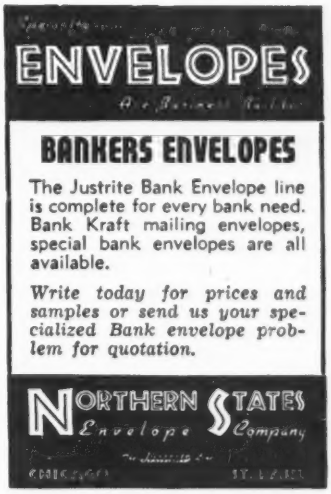
A publishers' panel and open forum closed the day's program. Mark Green of Wapello discussed rates for 1954. Bert Leck of Keosauqua spoke on "Getting More Local Linage," and George Langdon of Tipton led a discussion of job printing. R. W. Fillmore of Brighton closed the program with some reminiscences drawn from his long career in journalism. The veteran editor paid tribute to the fine journalistic heritage left to Iowa by the Cowles family of the Des Moines *Register*.

Stairway Stays

The historic circular stairway which has been for many years the trademark of the Traer *Star-Clipper* is to be retained. When this newspaper planned to move into a new building, the stairway's life was at stake. But the famous landmark is to remain and is getting more national recognition in the October *Pathfinder* magazine.

Bennie Bye

Bennie Bye, former editor and publisher of the *Intercounty Leader* and the Frederic *Star*, died in early September at Frederic, Wisconsin. His son, Bruce Bye, is publisher of the Holstein *Advance* and the Galva *Tribune*.



Iowa Publisher Editorials

Schools of Journalism Meet Challenge of Many Services

With the appointment of Les Benz to a faculty position, the school of journalism at the State University of Iowa now has three former presidents of state press associations on its teaching staff. The other two are Les Moeller, former president of the Iowa Press association, and Wilbur Peterson, former president of the Minnesota Editorial association.

This is no accident. The very processes by which the state press associations select their officers bring to the top men who know the newspaper business and who are alert both to receive and to give information concerning it.

The presence of three former state press association executives on one teaching staff emphasizes the fact that a school of journalism, these days, is equipped to be intensely practical. We expounded this point when Wilbur Peterson joined the faculty. Not only does the staff personnel include former press association presidents, but other former publishers, managing editors, printers, advertising men, and persons with practical working experience in reporting, copy editing, city editorship, circulation, public relations, short story writing, press service managership and other fields.

A set-up like that pretty well meets the old criticism that schools of journalism were not practical. As a matter of fact, one seldom hears that criticism any more. And there was another criticism — that schools of journalism were too practical. One seldom hears that any more, either. But the idea was that students spent so much time on learning how to cover beats and read copy that they didn't have time to get an education. It was never a well-founded criticism, for the schools of journalism always have allotted a major part of students' time to the requirements of a general education.

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But there is a very real problem there, which journalism educators always will have to face: how to find time for the student to learn how to write and also to learn something to write about; how to teach him to run the paper and also to know the world in which he is running it; how to make the paper pay and how to live the good life. In short, it is the familiar old problem of learning to live vs. learning to make a living.

This problem is not peculiar to education for journalism. It is a pressing problem in education for medicine, for law and for engineering. Notably in medicine and in engineering, the field of knowledge is being crowded so rapidly with new discoveries, researches and applications of research, that the student or practitioner is hard put to it to keep up. And there is a comparable proliferation of new subject matter in chemistry and physics, especially electronics, and in the natural sciences in general. Even the social sciences and the humanities keep as busy as possible digging out new material. The man who tries to keep up in his own field wonders how he can find time for anything else.

Yet probably the idea of conflict between learning to live and learning to make a living has been over-emphasized. Certainly the learning-to-live people have been too complacent. A person who assumes himself to have a liberal education, but who has no clear understanding of how to make a living has not been liberally educated in the truest sense. If the purpose of education is to adjust each new person to the world into which he has been born, learning to make a living is fundamental.

☆ ☆ ☆

What it all adds up to is the realization that there is too much to learn in any four years or five years or eight years or what have you. What the student does not learn in college he has to learn afterward. The problem of the college is to help the student accumulate the best balanced working knowledge with which to start.

Fortunately, for meeting this problem, we people in journalism have the happiest conceivable relationship to the world of knowledge and events. For there is no remotest item of understanding of anything concerning man or his world or the universe about him which the working journalist may not perhaps unexpectedly find useful to him anytime in his day's task.

The Iowa Publisher

And the Bulletin of the Iowa Press Association

Published monthly at Iowa City, Iowa, by the State University of Iowa School of Journalism

Edward F. Mason, Editor
Patrick A. McGehee, Assistant Editor
Ellis H. Newsome, Advertising Director
Donald A. Stanley, Advertising Assistant

Associate Editors: Don J. Reid, manager of the Iowa Press Association; John R. Burrows, Belle Plaine Union, president of the Iowa Press Association.

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Hennesy Purchases Schaller Newspaper

William A. Buckley has sold the Schaller *Herald*, effective Sept. 1, to Robert K. Hennesy, news editor of the Humboldt *Independent* and the Humboldt *Republican* for 15 months.

Buckley, who is to stay in the newspaper business, has published the *Herald* for four years and worked with newspapers in Monticello, Iowa Falls and Rockwell City. Hennesy has been with newspapers in Toledo, Adel and Humboldt.

Both men were graduated from the State University of Iowa school of journalism and Buckley took graduate work at the University of Missouri school of journalism following World War II.

Features Businesses

The Avoca *Journal-Herald* is printing a picture and story each week about local merchants.

President Burrows Says

Investing in New Machinery Can Increase Your Profits

By John R. Burrows

President, Iowa Press Association

Most Iowa publishers are facing the problem of reducing overhead, maintaining volume and holding up profits. This is not so easy in most printing offices and newspapers, and the answer in some cases may be more machinery and equipment.

Few newspapers today operate as they did 25 years ago. Conditions have changed in most phases of operation in both the shop and back office. Probably the mechanical side has been subject to the greatest change of methods, hours and equipment. To meet competition, most shops have switched from hand-set to machine-composed newspapers. Now the trend in typesetting machines is toward multi-magazine machines with saws and quadders. These complicated machines require more than just an ordinary operator for maintenance and have been slow in going into the average country shop. However, many smaller shops (country shops) in Iowa have invested so that they could have a wider range of machine type set and the slugs cut to desired lengths.

The quadder, although more complicated too, has become popular in many shops because it speeds up composition. The saw and quadder have become essential to nearly every shop investing.

Ludlow equipment, too, has started an inroad on handset composition of advertising in some of the larger and medium weekly newspaper shops. Grocery advertising has been one of the biggest accounts in most weekly newspapers. To set it, you just don't seem to have enough type in the larger sizes. This has resulted in a keen interest in the Ludlow by many publishers. Most daily shops have used this system for years to cut costs. Therefore, why isn't it practical for medium and large weeklies? Some think it is, others are hesitant to make the investment necessary for the machine (which is the least of the cost) with cabinets, matrices and necessary sticks. However, if your type is worn, or you have a small variety of type, the Ludlow is worth considering.

Along with a Ludlow, a stripper-saw is handy and in many cases necessary. Today printers are asked to set type in forms at an angle, or in mortises, just like the dailies. But can they do it profitably and safely? Most can't and won't, but maybe they should. This type of job is simplified with shell-casting and "stripping" of slugs of the Ludlow or other typesetting machines. You can also cast stereotypes type-high and rout out space and strip in slugs from the typesetting machines with double-faced scotch tape.

In many shops, the ordinary saw can be used for a small amount of stripping. However, few saws have work clamps that will hold the average slugs tight enough for safe stripping. Too often, the slugs will get loose, or the stripped portion will catch in the whirling saw and be thrown. It is dangerous. It can put out an eye and isn't worth that chance. Moderately-priced strippers are on the market and should be considered for your shop. They will save you time and today time is money.

These pieces of equipment are a few of the many labor-saving items on the market. The big question: Is the cost prohibitive and is now the time to buy with the slide in agricultural prices? Most other costs are still rising, including labor. Therefore, it is still good business to survey your plant operations to see if an additional investment in equipment will save you money.

☆ ☆ ☆

The Southeast Iowa district press meeting started off with a bang at Washington. Probably one of the biggest turnouts for a district meet. Ralph Shannon and his associates did a fine job of serving the food and as hosts. A good program and interesting discussions were held.

☆ ☆ ☆

November and December advertising plans should now be well laid. If you have not made plans, you had better, because the time is short. Hope that you and yours have a pleasant Thanksgiving.

Extra Profits
FOR YOU, MR. PRINTER
Send Us Your Orders
ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Ticket Printers Since 1898

Engineers Society Honors Editor Hall

Earl Hall, managing editor of the Mason City *Globe-Gazette*, was scheduled to receive the Society of Automotive Engineers Beecroft Memorial award and present the 1953 Beecroft lecture Oct. 19, the award committee announced recently.

The lecture is an annual highlight of the National Safety Congress in Chicago. Hall's subject: "The Role of Public Information in the Safety Cause."

The lecture, seventh annual one under terms of a bequest by the late David Beecroft, SAE president in 1921, was scheduled to be published as a monograph.

The award is made for "substantial contributions to the safety of traffic involving motor vehicles."

Hall, widely known in Iowa for his work in fields of public interest, was founder of the Iowa State Safety council; has been vice-president of the National Safety council; and chairman of the public support committee of the President's Highway Safety conference.

Ideas for Newspapers

Professional Explains How To Establish Your Library

By Ford M. Pettit

Librarian, Detroit News

(Continued from last month)

Envelopes made from light brown Kraft paper are more serviceable than a good grade of white paper and much cheaper. They do not deteriorate with age and stand hard usage well.

If a typewriter is to be purchased for the filing job, one with large, condensed Gothic type is desirable. They save time because they are easier to read.

A sorting device, such as the Sortergraf, saves time in alphabetizing clippings and photographs. A box with pigeonhole compartments will do for smaller newspapers.

Cross reference cards should differ in color from the envelopes and correspond in size. Where possible, cross references should be made on the outside of envelopes already in the files, reducing the number of cards needed. Cross references speed up the search for clippings.

KEEP RECORD OF LOANS

All material lent should be listed, either on printed sheets such as libraries use for charge slips, or as an entry in a book. Some newspapers use an 'Out" card, with a tab protruding above the level of the envelopes. The "charge slip" plan is better, for it makes easier the periodic checkup which is needed to insure prompt return of material.

Photographs should be filed under the names of persons and subjects, following the same system used on clippings. The markings should be on the back of the photograph with full identification of persons. The name of each person in a group photograph should be cross-referenced. This may prove to be the only way to find an engraving in a hurry.

A steel cabinet, five drawers high, suitable for 9x12 envelopes, is the rule. A cabinet will hold about 85,000 photographs. It is inadvisable to file cuts with photographs because of the danger of tearing the photograph.

Mats and engravings offer a peculiar problem because of the wide variety of sizes. Most of those used are half-column and one-column cuts. All except long ones can be filed in 3x5 inch envelopes. Most of the large cuts are not worth saving. A steel cabinet with 10 or 12 drawers, two compartments to a drawer, will take care of the small cut needs for a long time. One or two drawers in the 9x12 file will take care of all the large cuts.

Mats should be dated and fully identified in ink on the back of the mat. Cuts can be marked by sanding the coating on the back down to the zinc and marking with a special ink made by dissolving copper sulphate in water. An orange stick sharpened to a point makes a good stylus. The green liquid turns black in combination with the zinc and won't rub off. A dime's worth of the copper sulphate should last for years.

Pamphlets may be filed on the book shelves or, better yet, in the 9x12 files. They should be cross-referenced with the clippings to increase their usefulness. Many of these are government or United Nations publications. A monthly checklist can be obtained from the commerce department. Some are free, others are supplied at nominal cost.

TRY TO FILL NEEDS

The size of the library is limited only by the needs of the newspaper and limitations of the library budget. The writer was telegraph editor years ago of a newspaper in a city of 70,000 whose only books were a dictionary, a Bible and a World Almanac. The only clippings were in a scrapbook kept by a reporter on stories he had written. When he left the clippings went with him.

The dictionary, Bible and World Almanac were a good beginning for a newspaper library. There also should be a city directory, a telephone directory, a good encyclopedia, Bartlett's book of quotations, a Congressional Directory, a State manual, the WPA history of the state, etc.

The Detroit *News* has found it useful to supplement its biographical material by mailing questionnaires to

men and women in the city and state whose names appear frequently in the news. If carefully filled out, the questionnaire gives all the necessary dates and other information for a sketch of the person's life. Accompanying the questionnaire is a form letter requesting the information in the interest of accuracy in preparing the news for publication. We watch the paper closely for any new names appearing in the news and send them questionnaires. The response is close to 100%. The *News* will gladly forward a sample questionnaire and letter to any library interested.

The results obtained from a modern newspaper library will justify the expense in increased efficiency of the editorial staff. Reporters sent to a new assignment first prepare themselves from the background material preserved for their use. If the reporter is to interview a celebrity, he sends for the clippings to learn what the celebrity is interested in and what has been printed about him before.

In the case of death, the files likely will provide most of the material needed for an obituary, or perhaps an obituary already written, and the latest photograph of the person. When a long unsolved murder is solved all the details of the crime are in the clipping files for background.

Error May Cause Libel

A libel suit has been filed due to a reporter's error. The facts are all on the side of the aggrieved person. The library is able to prove that the libelous article appeared only in one edition which had a circulation of less than 5,000 compared with the combined circulation for all editions of 400,000. Result, the suit settled for a nominal sum. This actually happened.

One city newspaper with a national reputation has a two-man library, a day man and a night man. They clip national and world news stories as well as the local news. The library is under-staffed, but the newspaper is satisfied. One more man could make a world of difference in the service rendered.

The five-day week has made it necessary for the one-man library to have someone available for the off days. That can be a member of the news staff who has been trained in library work. It can be a part-time worker, perhaps a student who can put in two full days a week.

The newspaper which has only a part-time librarian must depend on the resources of the public library, for the librarian can do little but clip local and state news and take care of the pictures and cuts. But newspapers find that even this is worth while.

A newspaper cannot afford not to have a library.

Iowa Editors Elect Russell and Mauck At Fall Conference

The Iowa Associated Press Managing Editors association elected Walter Russell, Muscatine *Journal*, chairman at the closing session of the two-day fall meeting in Iowa City.

Harry Mauck, Council Bluffs *Nonpareil*, was elected vice-chairman. Russell succeeds Paul Bumbarger, Charles City *Press*.

The State University of Iowa school of journalism was host to the annual meeting and sessions were in the Iowa Center for Continuation Study.

The 1953 Iowa Associated Press Newsphoto contest, held in conjunction with the meeting, was won by Gus Kondas, Davenport *Daily Times*, with a feature picture entitled "The Lazy Duckling."

Contest committee chairman Mauck announced winners for three contest divisions — spot news, features, and sports.

Kondas' picture won first place in the feature division as well as winning contest sweepstakes. The spot news division's winner was Mel Schieltz, Dubuque *Telegraph-Herald*, with "The Dead Are Forgotten." Johnny McIver, Cedar Rapids *Gazette*, won in the sports division with "Boot."

Staff Changes

Clair R. Porter, formerly with the Traer *Star-Clipper* and the Grinnell *Herald-Register*, has joined the advertising department of the Ames *Daily Tribune*.

Robert Swale has replaced Ted Hoffman in the advertising department of the *Fayette County Union*. Hoffman has joined the Winner *Advocate*, Winner, S.D.

Ted R. Leighton, a former student at the State University of Iowa and Drake university, has been appointed publicity director for the Iowa Development commission.

Jean Smith, former Harper correspondent for the Keota *Eagle*, has cancelled her college plans for this year to become assistant to the city editor of the Ottumwa *Daily Courier*.

Ken Durham, Knoxville business man, has joined the staff of the Knoxville *Journal* as advertising manager.

Bob Hess, Schleswig, has joined the Tracy (Minn.) *Spotlight-Herald* as news editor.

Herbert Clark, formerly head of the community journalism sequence at the State University of Iowa school of journalism, has joined the Marengo *Pioneer-Republican* staff as news editor. Clark is a former part owner of the Toledo *Chronicle*.

Charles H. Warren, Jr., formerly with the Webster City *Freeman-Journal* and the Estherville *Daily News*, has joined the Lake Mills *Graphic* as news editor.

Bob Hellyer, Promise City, has joined the Creston *News-Advertiser* staff as a display salesman.

Conn Speaker

Rex Conn, farm editor of the Cedar Rapids *Gazette*, was guest speaker at an Oct. 8 farmer-businessman banquet at Luther college, Decorah. He spoke also at Manchester's fourth annual 4-H leaders banquet Sept. 28.

Helpful Editorial

Editor Analyzes Problem, Urges Community Action

The following editorial, reprinted from the Aug. 3 Anamosa Journal, *is a good example of how an Iowa country editor is grappling with a local problem to aid his community.*

☆ ☆ ☆

Little noticed by most Jones county merchants was a story in the Marion news in last Thursday's Cedar Rapids *Gazette*.

Yet the news reported in this story, before many months, is going to face Jones county merchants with increasingly stiff competition for business of folks living in their home county.

A shopping center is to be constructed on the curve at the east edge of Marion. It will house nearly every type of business in a building 800 by 150 feet. There will be parking space for 1,000 cars. Henry Katz, Marion salvage company operator, his brother and two Marshalltown men have incorporated as Kay and Ess corporation to finance the project on a $200,000 capitalization.

Second shopping center by another operator is planned on the west side of Marion, just east of the Kenwood business district.

If Jones county merchants believe that a shopping center 15 miles away from the east edge of Jones county will not be additional competition over and above that provided them by Cedar Rapids, we fear they are mistaken.

We suggest they go to Marion, park beside the chain store grocery at the east end of Marion's business district for one hour. They will be surprised at the number of Jones county license cars buying food that far from their home county. We know we were amazed at this test.

This new shopping center will have many times the pulling power of a single super market grocery. And quite frankly, the operators of the new Marion shopping center expect to pull a tremendous amount of business out of Jones county.

What's to do about it?

Merchants on main street in Marion have formed a Greater Marion committee and already have started action to combat the keener competition they expect to receive from the shopping center. They have been seeking advice from national retail trade associations.

Among the lines of attack recommended to offset the impact of the shopping center are: 1. Modern, attractive store fronts. 2. Store interiors that are clean, well-lighted and attractively arranged. 3. Increased inventories so customers can find the merchandise they want. 4. Steady and aggressive newspaper advertising. 5. More community-wide trade promotions. 6. Increased service and better employee training in selling and courtesy. 7. Easy available parking space.

Merchants in Anamosa and other towns in Jones county should start thinking along these same lines. It is better to get these projects in action before the impact from increased competition hits, than to try and lure back the business after it has gone.

Home-town buying loyalty is not the powerful motivating force it used to be. Now the majority of people are going to buy where they can buy to the best advantage for price, quality, service and convenience. It is wise to face the problems and take steps accordingly. Time marches on!

Olson Is Octogenarian

Paul A. Olson, publisher of the Story City *Herald*, became an octogenarian Sept. 6. The Sept. 24 issue of the *Herald* carried an account of Olson's party, attended by hundreds of friends, and excerpts from the many congratulatory letters received by Olson.

Radio Group Names Cheverton President At Fall Convention

The Iowa Radio News association elected Dick Cheverton, news director of radio station WMT, as its new president at the annual fall convention in Iowa City.

Other officers elected were Dick Yoakam, station KCRG, Cedar Rapids, vice-president, and Arthur Barnes, radio news director at the State University of Iowa, as secretary-treasurer.

Besides the three newly-elected officers, other members named as directors were Russ Van Dyke, station KRNT, Des Moines, and Harvey Sanford, station KICD, Spencer.

Prof. Walter A. Steigleman of the State University of Iowa school of journalism was guest speaker at the convention. An authority on law governing the mass media, Steigleman discussed "Legal Problems in the News Business." He told the radio men "the biggest story of our time is the suppression of news.

"Right now," he said, "we are in a crisis of freedom of information."

Tracing the history of American censorship law, Steigleman reminded newsmen "we don't have a majority of the people with us in our fight for freedom of expression."

He pointed out that in a 1953 survey in Minnesota, 25 per cent of the people polled said they believed newspapers should print what they were told. "That is the newsman's fault," he said, because "we haven't made the public understand."

Faulty reporting and the reluctance of reporters to ask questions and "follow through," were cited by Steigleman who added that "freedom of information entails the right of access to the news."

Sudden Obituary

The Sabula *Gazette's* "Column Left" recently carried this account of a short-short news story:

A cub reporter was told to cut his stories to bare facts. The next day he produced this: "John Smith looked up an elevator shaft to see if the car was on the way down. It was. Age 45."

Hladky Elected Head Of Iowa Daily Press At Annual Meeting

The Iowa Daily Press association elected and installed new officers and announced advertising award winners at its annual two-day fall conference in Des Moines.

Joseph Hladky, jr., vice-president of the Cedar Rapids *Gazette* company, is the new president. Vice-president is C. W. Moody, publisher of the Burlington *Hawk-Eye Gazette*, who was also elected a member of the IDPA board.

Other new board members are E. J. Van Nostrand, Creston *News-Advertiser*, and Paul Bumbarger, Charles City *Daily Press*.

Winners in the display advertising contest were:

Signature pages: 1. Sioux City *Journal*. 2. Newton *Daily News*. 3. Centerville *Daily Iowegian*, Waterloo *Daily Courier* and Burlington *Hawk-Eye Gazette*.

Retail grocery advertising: 1. Muscatine *Journal*. 2. Waterloo *Daily Courier*. 3. Marshalltown *Times-Republican*, Iowa City *Press-Citizen* and Keokuk *Daily Gate City*.

Continuing advertising campaign (13 weeks or longer): 1. Estherville *Daily News*. 2. Dubuque *Telegraph-Herald*. 3. Muscatine *Journal*, Oskaloosa *Daily Herald* and Atlantic *News-Telegram*.

The association's sports editors elected Alex Stoddard, Sioux City *Journal-Tribune*, president.

Others elected were Howard Brantz, Carroll *Times*, vice-president, and Jack Norstad, Fort Dodge *Messenger*, secretary.

Benz-Keraus Purchase Minnesota Newspaper

Purchase of the *Tribune-Herald*, a weekly newspaper at Chisholm, Minn., has been announced by Otho K. Keraus, Osage, and Lester G. Benz, Iowa City. Keraus, who has been mechanical superintendent of the *Press-News* at Osage for eight years, has assumed active management of the Minnesota publication.

Benz is a member of the faculty of the State University of Iowa school of journalism.

Mrs. Alma Nurnberg

Mrs. Alma Nurnberg, 77, wife of the publisher of the Hinton *Progress*, died Sept. 23 at a Sioux City hospital following a long illness.

Sherlock Lauded

A. Joe Kelly, publisher of the Richland *Clarion*, pays editorial tribute to a retiring editor:

Wallace E. "Uncle Bill" Sherlock, editor of the Fairfield *Daily Ledger*, plans to semi-retire on his 80th birthday, Sept. 24. Mr. Sherlock is one of the best loved, and respected, editors in the state of Iowa. We hate to see Uncle Bill set aside his Republican typewriter and retire — ferafact Sherlock had a Catholic and Democrat father and a Methodist and Republican mother — a heritage that, once in a great while, permitted him to see both sides of a question. Best of luck to the Keokuk county born sage of the typewriter keys.

Elgin Paper Has Birthday

The Elgin *Echo* recently began its 63rd year of publication. R. P. Strauch has been publisher for 30 years, having purchased the *Echo* from F. W. Hughes, publisher since 1902.

For a Carefree Vacation

Stop "Guestimating"

Install the estimating guide that eliminates "guesswork". Easy to use, it furnishes dollars and cents selling values on all printing orders.

Take Advantage Of This
Vacation Special

Write Today for 60-day FREE TRIAL

PORTE PUBLISHING COMPANY

P. O. BOX 143 SALT LAKE CITY 6, UTAH

EXTRA-PROFIT ITEM

$implified Account $ystem

Moore's Simplified Account System cuts confusion, halves bookkeeping work, eliminates costly errors. You'll do any small firm a favor — and put extra dollars in your own pocket — by giving them the story on Moore's Simplified Account System. Write for free illustrated folder.

REDIFORM DIVISION MOORE BUSINESS FORMS, INC. DENTON, TEXAS

Dennis Groe To Publish Prairie City Newspaper

Dennis Groe, Lake Mills, is to become editor and publisher of the Prairie City *News* on Dec. 1, following his release from the U.S. Marine corps at San Diego, Calif. Groe is to purchase a one-third interest in the *News* and the Monroe *Mirror*, recent buyer of the *News*. These newspapers are not to be consolidated.

John Benson, publisher of the *News* since May, 1949, has accepted a position as production manager of a Winona Lake, Ind., publishing company.

If you plan to . . .

SELL YOUR NEWSPAPER

take advantage of this agency's many buyer contacts and selling experience.

HERMAN H. KOCH

Newspaper Broker—Former Publisher
2610 Nebraska St., Sioux City, Iowa

Webster City Paper Sold To Publishing Company

Charles Warren and Lloyd Karr, co-publishers of the daily Webster City *Freeman-Journal*, have announced the sale of this newspaper to the Webster City Publishing company, an affiliate of a Dixon, Ill., publishing firm which also operates the Newton *Daily News* and the Creston *News-Advertiser* in Iowa, and four newspapers in Illinois.

New publisher for the *Freeman-Journal* will be W. J. Carmichael, who has been advertising manager of the Newton *Daily News*.

Iowa Newsmen Invited To Visit New Center

Iowa newspaper folk are invited to visit the school of journalism's new Communications Center when they visit Iowa City, and to chat with students and faculty at the daily morning and afternoon coffee hours.

The coffee hours, held in the newly-decorated lounge at the Communications Center, are sponsored by the Associated Students of Journalism and are from 9:10 to 9:55 a.m. and 2:55 to 3:25 p.m. Coffee, tea, soft-drinks, cookies and doughnuts are available.

What You May Expect In Back Shop Help From Iowa City

A trained beginner capable of setting 10 to 14 inches of type per hour the first week with a background which has emphasized clean proofs, proper word division, and careful following of copy. Speed should increase rather rapidly, depending upon the amount of machine time on the job.

A trainee who has been given "country shop" training. He will be able to set and lock up simple jobs, help with ads and makeup, do casting and feed press.

Enrollments are now being taken for Fall, 1953. Only 15 trainees will be accepted. Contact interested people in your community and have them write for details about the linotype course.

For full information, contact . . .

Newspaper Production Laboratory
School of Journalism Iowa City, Iowa

Iowa Column Notes News Policy Change

The Belmond *Independent's* "Mainstreet" column describes one way in which newspapers have changed in 25 years:

These days, a person's best chance of getting nice things said about him in the newspapers is to die. But we've noted in picking out the weekly " 'Way Back When" items that time was when the editor ladled out almost as much malarky when a fellow got married as when he passed to his reward. (Who was that said "Small difference"?)

What brought all this to our mind was reading a clipping that Jim Mariga brought in that reported his wedding, 25 years ago Sept. 25th. From the Clarion paper of that day, the story identifies the bride, Josephine Mossman, as "a splendid young lady of meritable qualities;" and beats the drum for Jim by lauding him as "an industrious, energetic, fine young man."

Maybe the modern-day paper has lost something in forsaking much of the blarney of the journalistic past. But while we don't gild the lily like the old-timers did, we should get some credit for not telling ALL we know, either. Not but what we thoroughly agree that "Jo" is *still* a "splendid young lady" and Jim a "fine young man." Just got us to thinking. That's all.

Ragsdale Joins Grinnell

Time and *Life* correspondent Wilmott Ragsdale has been appointed associate professor of English and journalism at Grinnell college.

Early Papers Found

The *Fayette County Union* recently obtained issues of West Union newspapers printed in 1886, 1900, 1905 and 1910.

Lake Park Newspaper Celebrates 63rd Year

The Lake Park *News* celebrated its 63rd birthday Sept. 1. Established in 1890 by A. B. Chrysler, the *News* has been under four editors. T. Milan Bragg has been editor since 1932.

In its recent story, the *News* quoted a 1940 issue:

"There has been no variation in the policy set out by A. B. Chrysler in that first issue — Labor for the upbuilding of Lake Park and the surrounding community."

Defends Columnists

The Decorah *Public Opinion's* Dale Ahern tells readers in his "My Little Town" column:

I'd welcome a contribution even once a month from you critical human beings who think what the columnists write stinks. Ever try writing an editorial paragraph four or five times a day 365 days a year for a period of 15 or 20 years? Until you've had this experience, you're not qualified to criticize. I don't care what you say about Harlan Miller. I sympathize with him and like him.

Moves at Fredericksburg

The Fredericksburg *News* moved into another building Oct. 1. Now printed in Nashua, the *News* has plans for expanding its staff and facilities.

Business Feature

The Colfax *Tribune* is running a "Business Improvements" section in which it describes small improvements, such as redecorations, of local firms.

New Column Announced

The Hamburg *Reporter* announces it will begin printing a column by "Old Dan," a fellow living thereabouts who is to make "sage, and often pungent observations."

Prints Kids' Editorials

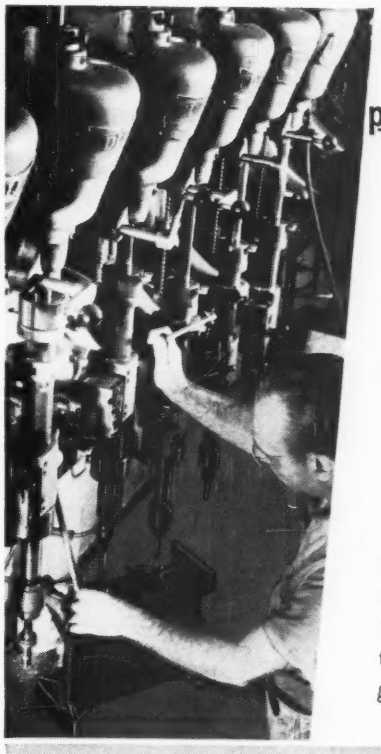
The Red Oak *Express* recently published two editorials by local sixth graders, who wrote the editorials as part of their classwork.

Today's big bargain

Most people "pay" their telephone bill with far fewer hours of work than it took 10 years ago. On top of that, the service is vastly better. To bring you this good service requires good telephone people to operate good telephone equipment. And in spite of greatly increased costs of both wages and materials, the price of telephone service has gone up far less than most other things you buy. Your telephone continues to be one of today's best bargains.

NORTHWESTERN BELL TELEPHONE COMPANY

Specify genuine LINOTYPE replacement parts because perfection costs less!



When LINOTYPE parts are specified, you're sure of getting the precision, performance and dependability—in short, the perfection—that means long-range operating economy in your composing room.

The same precision skills that built your Linotype also make its replacement parts, using the original blue prints to insure *new machine performance.*

Don't settle for anything less than the best, always specify *genuine* LINOTYPE parts.

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THE HIGH AMERICAN STANDARD OF EATING--II

The average American eats nearly 1,700 pounds of food each year.

And government reports indicate his diet is more varied than it ever was before, including more of the so-called "premium foods," many of which once fell in the luxury class:

1. The average American eats 144 pounds of meat . . . 19 pounds more than he did in the prewar years from 1935 to 1939.

2. He eats 35 pounds of poultry, as compared with 20½ pounds in prewar years.

3. He eats 32 dozen eggs, or 91 more than in the prewar period.

4. Fresh vegetables are being eaten at the rate of 256 pounds annually – an increase of 21 pounds; and there has been a great increase in the consumption of canned and frozen vegetables, fruits and fruit juices.

5. Cheese, milk and dairy products are also being eaten at a much higher rate. The average American, for instance, now eats 16 pounds of ice cream per year, an increase of 6½ pounds.

This all adds up to the fact that we are eating better than we ever did before.

The men and women of A & P, day in and day out, are working hard to improve the American standard of eating by giving people more good food for their money.

A & P FOOD STORES

University Microfilms
313 N. First St.
Ann Arbor, Michigan